

Bags

Everything you wanted to know about bags

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Overview

One of Apple's core values regarding the environment is,

"It's part of our larger goal to minimize the materials we take from the earth."

To support this direction, we ask to only give out a bag if the customer requests one or if they truly need one.

This guide includes everything you need to know about our shopping bags; from what they are made of, how and when to order them, and why we are charging for bags in some stores.

Apple Bags

- **What our bags are made of:**

Bags for the US are made from environmentally friendly paper consisting of 80% recycled material.

Fun Fact: The handles on the bags are made of recycled paper as well.

- **Sizes of bags we offer:**

Medium and large bags are available for accessories and larger hero products.

- **Types of bags for specific products:**

Medium shopping bags should only be used for iPad and larger accessory purchases.

Large shopping bags should only be used for portables such as our MacBook and MacBook Pro line

- **When to provide a bag:**

If a customer asks for a bag, feel free to offer an appropriately sized one. Take the opportunity to have a conversation with them around our environmental initiatives.

- If a customer asks for a bag, place a Runner request from Backstage, and explain to the customer we provide bags upon request.

- Ensure bags are a positive topic around usage, not an assumed response that every customer would want or need a bag.

Positioning Statements

"I'd be happy to provide a bag for you! As part of Apple's effort to help the environment, we keep paper bags on hand for customers who really request them."

"I see you have a backpack or handbag that would fit your new purchase, would like to use this and save a bag?"

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How to Order Bags

P&O Specialist, partner with your manager on your store's weekly Arvato ship date. The Arvato website will show store's ship date and countdown to when orders must be finalized to ensure prompt deliveries.

Bags are not on (ARP) auto-replenishment, so you must place an order through Arvato to ensure your store has proper inventory at all times.

1. Log into apple.arvato.com
2. Find bags by searching for 'Paper Shopping Bag' or using the below part numbers:
Medium Paper Shopping Bag: A804113-GNA
Large Paper Shopping Bag: A804114-GNA
3. Audit your bag inventory 3-5 times per week and place orders regularly to ensure proper replenishment.
4. Use Runner to request a bag from Backstage. You may also store medium bags in your watch try-on drawer as an option for those quick transactions. See iPlano for placement in your try-on drawer.

Why Apple may charge for a bag

Bag fees may apply and vary by local and state municipalities.

- Review the chart on page 7 for a list of stores that are required to charge a bag fee.

Bag Fee Positioning Statements

- “Due to Apple’s commitment and local ordinances to being environmentally friendly, there is a charge for a bag.”
- “Being Eco friendly, our city ordinance is requiring a small fee for one of our recycled paper shopping bags.”
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City	Store	P/N	UPC	Bar Code	Bag Charge
Bethesda, MD	R112 - Bethesda Row R084 - Montgomery Mall	D4738Z/A	8.85909E+11	 8 85909 26750 7	\$0.05
Chicago, Ill	R035 - North Michigan Ave R284 - Lincoln Park	D7276Z/A	1.90198E+11	 1 90198 41342 0	\$0.07
Palo Alto, CA	R002 - Palo Alto R099 - Stanford	D6528Z/A	8.8591E+11	 8 85909 65050 7	\$0.10
San Francisco, CA	R217 - Chestnut Street R033 - Stonestown R075 - Union Square	D6528Z/A	8.8591E+11		\$0.10
Los Gatos, CA	R240 - Los Gatos	D6528Z/A	8.8591E+11		\$0.10
Santa Clara, CA	R039 - Valley Fair	D6528Z/A	8.8591E+11		\$0.10
Cupertino, CA	R052 - Infinite Loop	D6528Z/A	8.8591E+11		\$0.10
San Jose, CA	R105 - Oakridge	D6528Z/A	8.8591E+11		\$0.10
Santa Rosa, CA	R044 - Santa Rosa Plaza	D6528Z/A	8.8591E+11		\$0.10
Walnut Creek, CA	R014 - Walnut Creek	D6528Z/A	8.8591E+11		\$0.10
Cambridge, MA	R021 - CambridgeSide	D6528Z/A	8.8591E+11		\$0.10
Burlingame, CA	R029 - Burlingame	D7051Z/A	8.88463E+11	 8 88462 85833 5	\$0.25
San Mateo, CA	R231 - Hillsdale	D7051Z/A	8.88463E+11		\$0.25
Monterey, CA	R305 - Del Monte	D7051Z/A	8.88463E+11		\$0.25